TRAVEL PRINTOUT

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Seasons Bring Changes in Regional Travel

According to "Travel Trends," a quarterly newsletter recently inaugurated by Better Homes and Gardens Magazine to report findings of its on-going survey of the family vacation travel market, travel patterns differ not only from region to region, but from season to season.

Conducted by the US Travel Data Center, the Family Vacation Travel Survey analyzes the effects of seasonality on the family vacation travel market in the nine census regions of the United States. (States comprising each region are listed at the bottom of page 3.)

Comparing 1986 data on summer and fall family vacation travelers reveals many regional distinctions, including the following:

- Region with highest proportion of family vacation travelers aged 65+:

Summer-New England
Autumn-East North Central

- Region with highest proportion of family vacation travelers with $40,000+ annual household income:

Summer-New England & West North Central
Autumn-Pacific

- Region with highest proportion of family vacation travelers using personal motor vehicle:

Summer-New England
Autumn-West North Central

- Region with highest proportion of family vacation travelers with education beyond bachelor's degree:

Summer-East North Central
Autumn-East South Central

"While Better Homes and Gardens wanted to learn more about the family vacation market, we also wanted to benefit the travel industry," said Peter Mason, travel classification manager of Better Homes and Gardens, "so we are making the survey results available, through 'Travel Trends,' to the industry free upon request."

"Travel Trends" is available free to sales and marketing departments of travel industry organizations. Write to Peter Mason, Travel Classification Manager, Better Homes and Gardens, 750 Third Avenue, New York, N.Y. 10017. ##

Data Center Revises Travel Price Index

When the federal government, using recent consumer survey data, revised the Consumer Price Index (CPI) in January 1987, the US Travel Data Center accordingly revised the Travel Price Index (TPI) to reflect more current spending patterns of travelers in the United States.

The 1982-84 Consumer Expenditure Surveys, conducted by the U.S. Bureau of the Census, indicates that Americans now purchase most of the same goods and services while traveling in the U.S. that they purchased in 1972, when the last survey was conducted.

However, Americans now spend different proportions of their travel dollars to obtain these goods and services. The new proportion of travel dollars required establishing new "weights," which signify the relative importance of travel goods and services.

(Continued on page 3)

January Travel Prices Rise

Rising motor fuel prices and a reweighting of travel prices led to a 2.3 percent increase in travel prices, according to the Travel Price Index (TPI) compiled by the US Travel Data Center.

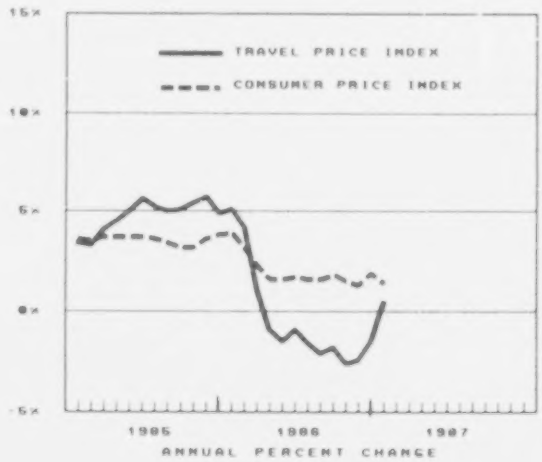
Approximately 0.6 percent of the TPI's rise was directly attributable to the new weights and the revised method of computing the TPI.

For comparison, overall consumer goods and services costs, as measured by the revised Consumer Price Index (CPI), rose 0.6 percent in January.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, climbed to 387.6 (1967=100) in January.

Motor fuel led all advances with a 5.3 percent increase in January. Lodging prices followed, posting a 2.7 percent increase, while other intercity fares rose 0.5 percent. Moreover, for the first time in 19 months, no TPI component registered a monthly decline.

The TPI has climbed 0.4 percent over the past twelve months. This modest rise is attributable to a 26.0 percent decline in fuel prices. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components

January 1987

TPI Component	Monthly Percent Change December 1986 to January 1987	Annual Percent Change January 1986 to January 1987
Transportation	3.1	12.5
Airline Fares	0.3	5.2
Other Intercity Fares	0.5	2.5
Intracity Public Trans.	0.3	4.1
Motor Fuel	5.3	-26.0
Lodging	2.7	6.1
Food and Beverages Away From Home	0.4	4.4
Entertainment	0.4	4.8
TRAVEL PRICE INDEX	2.3	0.4
CONSUMER PRICE INDEX	0.6	1.4

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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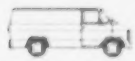
Travel Price Index Revisions (Continued from page 1)



Using these weights, the Bureau of Labor Statistics selected the goods and services which would form components included in the CPI, combining some into a single component because they now consume less of the traveler's expenditures, dropping some, and adding goods and services on which the traveler now spends more.

Because the US Travel Data Center's TPI is based on the Bureau of Labor Statistics' CPI, changes in the CPI components are reflected in the TPI as well. The changes are as follows:

One item in the former TPI, incidental purchases while on trips, was not included in the 1982-84 Consumer Expenditure Surveys; consequently, the current TPI will not take into account price changes of incidental purchases made by travelers.

Intercity train and bus fares are now grouped together with a new item, intercity ship fares, and are now called "Other Intercity Fares."

Gasoline is in the "Motor Fuel" category, which also includes diesel fuel.

Alcoholic beverage prices are now combined with the cost of food away from home to form "Food and Beverages away from Home." Taxicab fares and intracity mass transit are now combined to form "Intracity Public Transportation," and "Entertainment" now includes admissions to events requiring tickets and fees charged for participating in sports such as golf or tennis.

Because these components' weights were based on 1982-84 expenditure data, they had to be adjusted to reflect price changes from June 1983 through December 1986. ##

December Travel Posts Significant Increase

Travel in December rose 15 percent over December 1985 levels, according to the latest National Travel Survey findings by the US Travel Data Center.

The monthly telephone survey reported that U.S. residents took 95 million person-trips during December, up from 82 million a year earlier. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

December's results brought the total number of person-trips for all of 1986 to 1,121 million, up from 1,078 million in 1985.

Auto/truck/RV travel increased 22 percent over December 1985, and air travel rose a modest 4 percent. ##

Visitor Volume at National Parks

Region	DEC 1986 Visits*	Change from DEC 1985 (percent)	Percent change 1986/1985 Year to Date
NEW ENGLAND	265,315	3.7	2.2
MIDDLE ATLANTIC	1,228,259	51.9	19.3
SOUTH EAST	5,314,135	-3.2	2.4
EAST NORTH CENTRAL	88,567	-40.7	-3.2
WEST NORTH CENTRAL	194,592	28.3	3.6
WEST SOUTH CENTRAL	383,448	8.0	3.4
MOUNTAIN	1,290,226	24.9	9.7
PACIFIC	2,365,860	5.4	13.8
TOTAL	11,130,402	6.0	6.9

* adjusted for differences in reporting units

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington

Current Travel Indicators

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	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Dec	$2,849 million	-20.9	10.4	9.7
Eating and drinking places(2)	Dec	$12,509 million	3.0	13.3	8.0
Gasoline service stations(2)	Dec	$ 6,814 million	-0.1	-19.5	-14.0
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Dec	48.4 percent	-22.4	1.5	0.7
Real demand for commercial lodging(4)	Dec	40.8 million	-16.5	4.9	3.8
Airline passenger traffic(5)					
Domestic revenue passenger miles	Dec	24.4 billion	7.0	6.7	10.6
International revenue passenger miles	Dec	5.0 billion	9.1	5.4	2.5
Highway traffic volume(6)					
Rural arterial vehicle miles	Dec	37.7 billion	1.6	8.0	6.2
Rail passenger traffic(7)					
Amtrak passenger miles	Dec	447.7 million	20.5	-5.2	0.8
Travel Price Index(8)	Dec	378.9 million	-0.1	-1.5	-0.4
U.S. resident travel(9)					
Total person trips	Nov	94.7 million	7.0	4.0	3.2
Vacation person trips	Nov	63.3 million	8.2	5.0	2.5
Total person nights	Nov	426.2 million	-1.7	-2.5	-1.4
Vacation person-nights	Nov	329.2 million	2.3	-2.5	0.5
Public use of national parks(10)					
Visits	Dec	11,375,778	25.5	5.3	6.1
Overnight stays	Dec	414,462	-34.5	23.2	2.4
Foreign arrivals in U.S.(11)					
From overseas	Nov	630,406	-12.1	21.4	17.5
From Canada	Dec	578,108	-11.9	0.4	0.5
From Mexico	Nov	53,850	-6.4	21.8	-11.7
U.S. citizen departures(12)					
To overseas	Nov	967,678	-6.6	3.0	-6.0
To Canada	Dec	516,191	-0.3	10.6	17.0
Domestic demand for motor gasoline(13)					
Barrels per day	Dec	7,077 thousand	3.1	4.2	2.7

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary, adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary. U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary, unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary. Source: U.S. Department of Energy.

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